

FIG. 1A

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Technology Center 2100

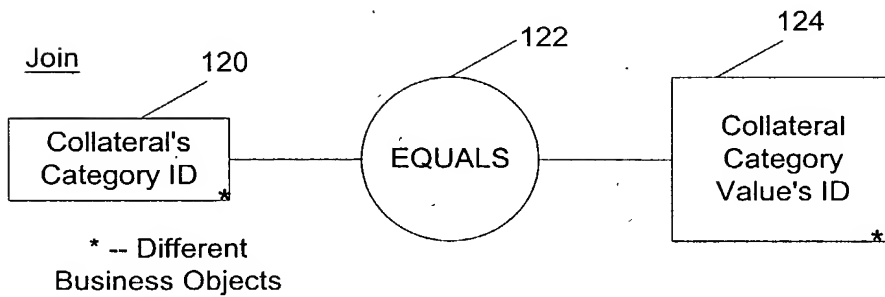


FIG. 1B

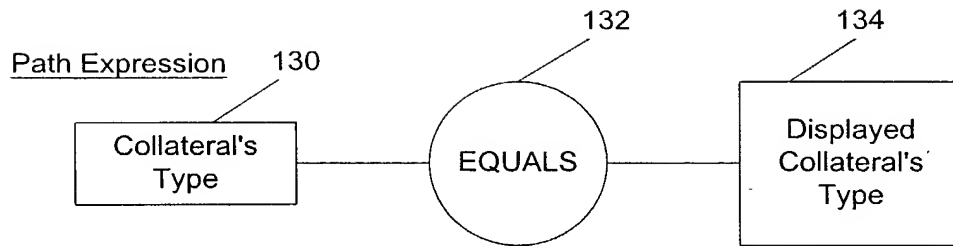


FIG. 1C

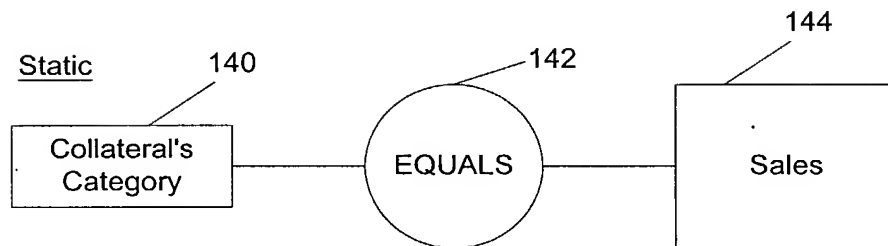


FIG. 1D

Recommended Content Manager

Create Recommended Content

Select a content group to define a new recommended content. Pick the default content group to create a recommended content with any content type.

Content Group

Search Recommended Content

Specify criteria to search for recommended content.

Keywords

☒ Name ☒ Description

Locale

Displayed Content Type

Content Group

Recommended Content Listing

Page 1 of 1






Name	Content Type	Content Group	Actions
Collaterals related to displayed collateral	Collaterals	Marketing Collateral	 
Cross Sell Product	Product	Catalog, Order and Auction	  

Fig. 2

Create Recommended Content

Recommended Content Details

Please enter the following information about the recommended content.

Name*

Description

Locale

Content Group Marketing Collateral

CONTINUE

CANCEL

Fig. 3A

Create Recommended Content

Recommended Content

Name Relate Collaterals

Description List of all the collaterals that are similar to a given collateral

Content Group Marketing Collateral

Locale English (US)

302

Query Attributes

Enter the following values for content creation through a query execution. Clicking [SAVE] will include all content of specified type. Click [CONTINUE] to add conditions.

Displayed Content Type

Maximum Number of Items

Randomize Content

304

Sort By

Fig. 3B

Recommended Content Creation

Add Condition

1 Please enter the left operand first

Defined Object

Attribute

2. Then select the operator

Operator

3 Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time

Operand Type

Displayed Object

Attribute

Condition Listing

In absence of any condition, all content of specified type will be included.

Fig. 4

Recommended Content Creation

Add Condition

1 Please enter the left operand first.

Defined Object

Attribute

2 Then select the operator

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

ADD

Condition Listing

	Action
If Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input type="checkbox"/>

SAVE

CANCEL

Fig. 5

Recommended Content Creation

Add Condition

1. Please enter the left operand first

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

ADD

Condition Listing

	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	If Collateral Category == Displayed Collateral Category	<input checked="" type="checkbox"/> <input type="checkbox"/>

AND

OR

CANCEL

Fig. 6

Recommended Content Creation

Add Condition

1 Please enter the left operand first

Defined Object

Attribute

2. Then select the operator

Operator

3 Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

ADD

Condition Listing

	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	If Collateral Category == Displayed Collateral Category	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	If Collateral Type == Displayed Collateral Type	<input checked="" type="checkbox"/> <input type="checkbox"/>

AND

OR

CANCEL

Fig. 7

Recommended Content Creation

Add Condition

1 Please enter the left operand first

Defined Object

Attribute

2. Then select the operator

Operator

3 Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time

Operand Type

Displayed Object

Attribute

Condition Listing

	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	If Collateral's Category == Current Collateral's Category	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	OR If Collateral's Type == Current Collateral's Type	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

Fig. 8

Edit Recommended Content

Edit Condition

1. Please select individual condition to edit.

Condition

2. Edit the left operand.

Defined Object

Attribute

3. Edit the operator.

Operator

4. Edit the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

Condition Listing


Condition		Editing
If	Collateral Description CONTAINS Displayed Collateral Description	
If	Collateral Category == Displayed Collateral Category	
OR If	Collateral's Type == Current Collateral's Type	

Fig. 9

Recommended Content Creation

Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

Condition Listing

	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	If Collateral's Category == Current Collateral's Category	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	OR If Collateral's Type == Current Collateral's Type	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Fig. 10

Recommended Content Creation

Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

ADD

Condition Listing

Condition	Action
If Collateral Description CONTAINS Displayed Collateral Description	 
AND If Collateral Category == Displayed Collateral Category	
OR Collateral Type == Displayed Collateral Type	

SAVE

CANCEL

Fig. 11

Recommended Content Creation

Add Condition

1. Please enter the left operand first.

Defined Object

Attribute

2. Then select the operator.

Operator

3. Enter the right operand. Choosing the operand type "Defined Object" will imply a join with the defined object of the left operand. The value for the displayed object and attribute will be available at run time.

Operand Type

Displayed Object

Attribute

ADD

Condition Listing

Condition	Action
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If Collateral Description CONTAINS Displayed Collateral Description

AND If Collateral Category == Displayed Collateral Category

OR Collateral Type == Displayed Collateral Type

OR Collateral Organization == Displayed Collateral Organization



AND If Collateral Overview == Displayed Collateral Overview

OR ((Collateral Short Description CONTAINS Displayed Collateral Short Description) AND
(Collateral Type == Displayed Collateral Type))

SAVE

CANCEL

Fig. 12

1302

Condition Listing		
	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	If Collateral's Category == Current Collateral's Category	<input checked="" type="checkbox"/> <input type="checkbox"/>
1304	OR If Collateral's Type == Current Collateral's Type	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

AND OR CANCEL

Fig. 13A

1302

Condition Listing		
	Condition	Action
<input type="checkbox"/>	If Collateral Description CONTAINS Displayed Collateral Description	<input checked="" type="checkbox"/> <input type="checkbox"/>
1306	<input type="checkbox"/> If Collateral Category == Displayed Collateral Category	<input checked="" type="checkbox"/> <input type="checkbox"/>
1308	<input type="checkbox"/> If Collateral Type == Displayed Collateral Type	<input checked="" type="checkbox"/> <input type="checkbox"/>

AND OR CANCEL

Fig. 13B

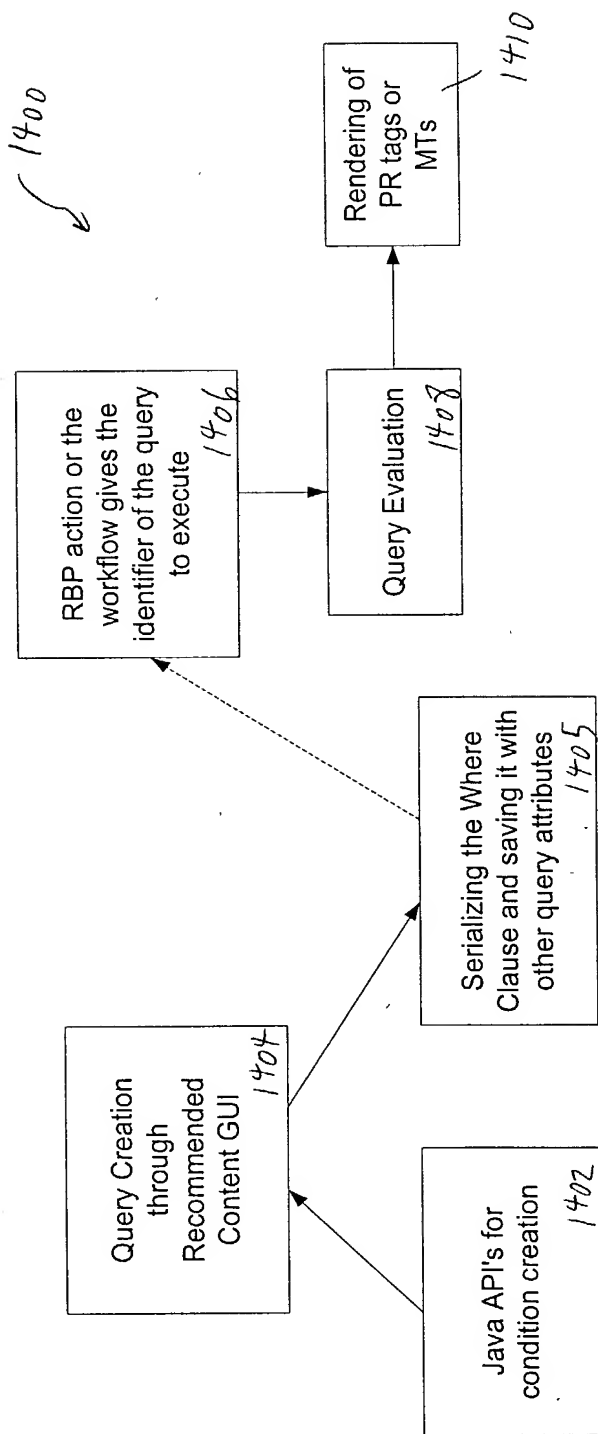


FIG. 14

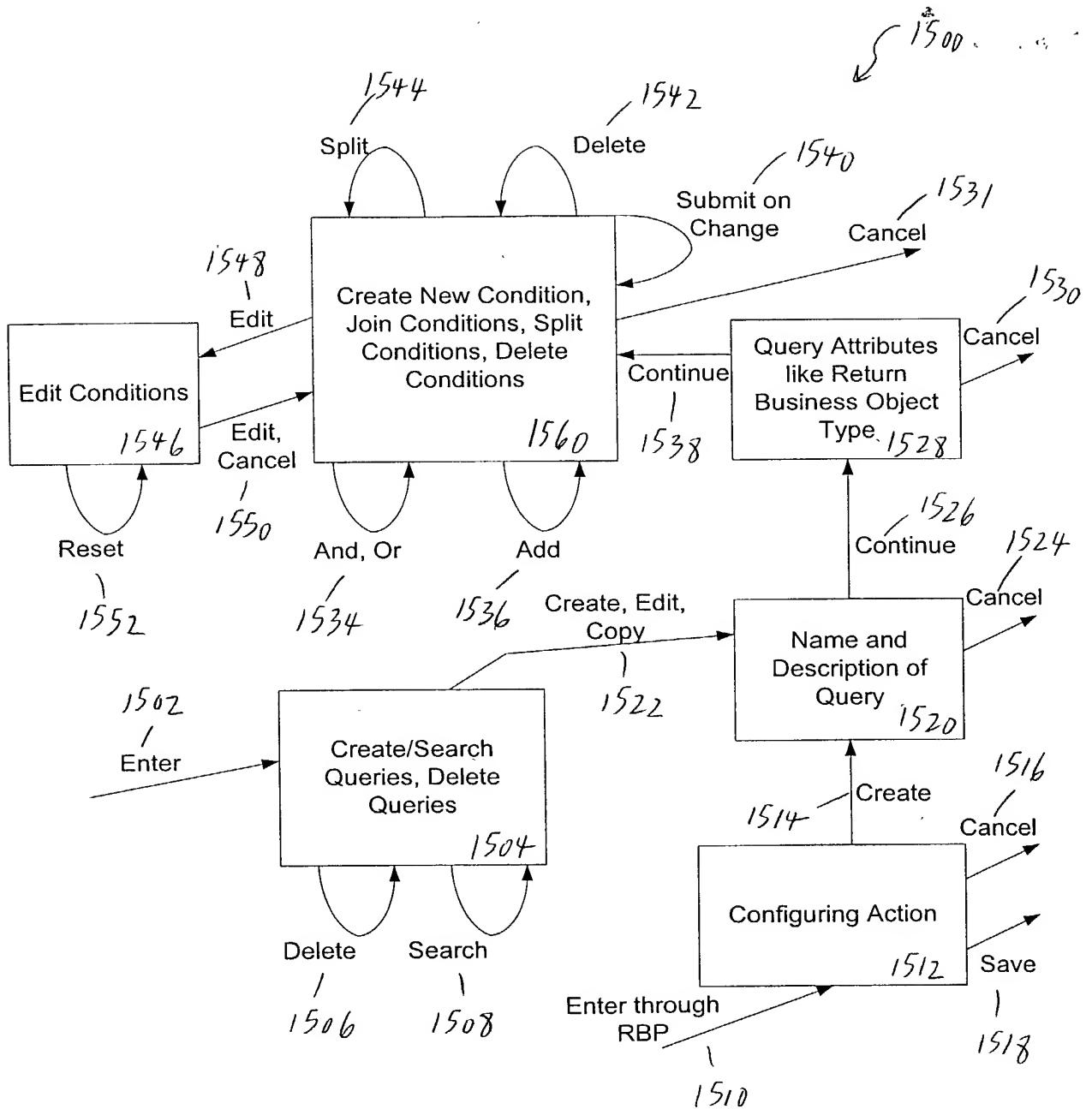


FIG. 15